

# **Communication, Consciousness Raising and Public Involvement IGA – Expanded**

## Issues:

1. Limited public awareness of both transportation options and funding and the relationship to economic growth.
2. Lack of public participation in the policy and long range planning process results in incomplete representation and/or duplication of projects.
3. There is limited reliability and timeliness of the information provided to road users to enhance roadway operations.
4. Underutilization of credible information purveyors.
5. Due to changing technology and expectations, transportation officials are expected to provide improved media, public meeting facilitation and communication skills.
6. Multiple segments of the public, for example, people who speak languages other than English and people with disabilities, are limited by traditional communication techniques.
7. Lack of definition of audiences and limited public concern over transportation issues.
8. Continuing education of the public on how to get involved, why to get involved, and how to localize broader issues for your constituents.
9. There is a lack of time, funding and trained personnel to implement an effective public participation program.
10. Limited public and legislative awareness of both transportation options and funding, and the relationship to economic growth (job market).
11. Lack of awareness of transportation funding crisis.
12. There is a limited reliability and timeliness all the information provided to (deleted road) issues to enhance transportation operations.
13. Lack of understanding of transportation terms and the decision making process.
14. Agencies making announcement and getting information out is involvement, but is not necessarily engagement with the public.
15. Identifying competing interests and getting their input from the competing interests.
16. Lack of efficient two-way communication flow between state and local levels regarding priorities.

## Goals:

1. Need to conduct a meaningful, ongoing (legislative) local public information campaign and involvement process and integrate outcomes into the regional or state transportation planning process.
2. Identify and work with credible information purveyors in the local area and partner with them. Look at the media available and the audience(s) to reach.
3. Develop a clear, consistent (and accurate) message and communication strategy regarding the transportation system and overcome barriers to reaching underrepresented audiences.
4. Seek champions who will support the information presented and the decisions made at the summit.
5. Find new ways to engage the private sector in the transportation planning process.
6. Educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.

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7. To maximize public participation by including all stakeholders to prevent duplication of effort.
8. Resolve issue of competing interests prior to transportation projects being finalized (out of date).
9. We need to develop a process to engage the public early, often and in a meaningful way.
10. Educate the public on transportation terms and the decision making process.
11. Identify and build local and state context of crisis in communities and state.
12. Development of a mobility advisory radio system.
13. Facilitate a greater sense of ownership by all citizens including educating students about transportation at a younger age.
14. Create a government culture at all levels, where listening is as important as speaking.

### Actions:

1. Examine and improve formal mechanisms that would allow for easy, ongoing input and feedback from the public (i.e., ombudsman, web page, etc.); including informing the public of availability of auxiliary aids and services.
2. Integrate new technology to provide timely and accurate communication.
3. Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
4. Look for the best communication practices nation-wide, not just in transportation.
5. Create a curriculum to educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.
6. Establish responsibilities for effective communication.
7. Establish performance measures for effectiveness of the public involvement process and evaluate those measures.
8. People with responsibility for communication should get some type of public communication/media relations training.
9. Create a speakers bureau that includes MDOT, MML CRAM, legislators, transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.
10. Conduct research to define the target audience and develop an understanding of who they are and what are their needs.
11. Improve coordination of public involvement and education programs at state, county and local levels to reduce duplication and address gaps.
12. Integrate multi-faceted technology to provide timely and accurate communication.
13. Develop a comprehensive strategy to increase awareness of the current transportation funding crisis.
14. Invest in public information campaign to raise public awareness of issues and impact of costs.
15. Create a formal mechanism that allows for effective two-way communication to the public in a timely manner.

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16. Examine and improve mechanism allowing for easy, on-going input and feedback from the public including informing the public of the availability of auxiliary, aids and services and inviting the public from the beginning.
17. To make resources available to all sources of government to facilitate public involvement.